

For Approval 8/4/2016

**TOWN OF WESTFORD
HEALTHY WESTFORD COMMITTEE
MINUTES**

DATE: July 21, 2016
TIME: 7:00 PM
PLACE: Town Hall Meeting Room

PRESENT: Sandy Collins, Gloria Gilbert, Carol Gumbart, Gregory Johnson, Bruce Rosenberg, Terence Ryan, Kristen Upham, Lynn Tenney, Lynn Tyndall

ABSENT: Lucia Alfano, Chris Barrett, Arthur Benoit, Zac Cataldo, Jennifer Claro, Will Darling, Sandra Habe, Alisha Hillam

CALL TO ORDER – APPROVAL OF MINUTES

Sandy C. began the meeting at 7:10 pm and reviewed the minutes from last meeting held on June 7, 2016.

Carol G. pointed out error to be corrected from June 7, 2016 minutes. Bruce R. asked if members can vote to approve or make a motion to approve minutes from meeting they did not attend. Gregory J. replied he would find out. Approval of June 7, 2016 minutes was carried to next meeting.

COMMITTEE NAME

Sandy C. requested the input from members for their preference of the committee's official name. She added that the name could include the word "Community" and could be defined any way the committee would like. No objections to Sandy C.'s suggestion was presented.

APPROVAL OF NAME

It was moved by Sandy C., seconded by Bruce R., and VOTED 9 IN FAVOR TO APPROVE the name of the committee as "Healthy Westford Committee".

STRATEGIC PLANNING RETREAT REVIEW

Sandy C. reviewed the committee's participation and feedback at the town's annual Strategic Planning Retreat. She read aloud the responses provided by the Retreat's attendees as input for the committee's consideration, including the following notes:

- a. Yes to bike lanes and sidewalks all over town
- b. Emotionally healthy; volunteerism; made up of net givers not takers
- c. Don't forget happiness is part of health
- d. No drugs in the schools; No gun violence- especially in public places

- e. Check out “Blue Zones” communities: It’s a great example of how different aspects of town life intersect and affect health. It offers studied and tested changes which create maximum impact on total health
- f. Being outside, fresh air, going for a walk, swim, or sports

REVIEW APPROVAL OF MISSION STATEMENT

Sandy C. reported that the Board of Selectmen approved the mission of the committee at the Selectmen’s meeting held on June 14, 2016. Sandy C. read aloud the mission statement for the present membership. She then reviewed the definitions of the ideas captured in the mission statement covered in the last meeting.

Carol G. asked if future meeting agendas could include the mission statement.

STRATEGIC PLANNING FOR 2016 – 2017

Sandy C. introduced the beginning of strategic planning for the committee in the near future.

Carol G. asked if the committee should be trying to get grants and funding to support the committee, similar to the past efforts of the Health Department and Conservation Commission. Sandy C. responded that some of those awards were one-time opportunities, but that the Health Department has used other funding sources for the production and installation of trail signs and improvements. She added that there are other efforts ongoing.

Bruce R. asked who the committee has identified as partners, and wanted the committee to be sure to connect with partners to ensure the committee’s success.

Sandy C. said that representatives of town departments on the committee’s membership can work internally within their departments to help find funding sources for the committee’s efforts. She added that the committee is advisory in nature, and does not control or dictate the actions of departments or other boards and committees.

To focus on the strategic planning of the committee, Sandy C. asked if the committee members had any comments in response to reviewing the presentation by health consultant Mark Fenton that was referenced in past meetings.

Kristen U. highlighted the use of trails in town and other outdoor connections, to encourage walking and moving more often, as a possible connection to Mark Fenton’s presentation. She added that moving more frequently is often recommended for her own clients’ health.

Gloria G. replied that an important step in the committee’s strategy may be to link public spaces, which may reveal obvious connections.

Sandy C. began to list the identified destinations with the greatest interest by the membership.

Lynn Tyndall recommended that the group look at where the community’s groups use the links between destinations.

The group discussed elements to be implemented in their strategic planning, including: Communication; incentivizing and encouraging participation; identifying ways to motivate and inspire self-motivation, especially to challenge communities and groups through social and peer motivation.

Lynn Tyndall recommended to organize around neighborhoods to help motivate people.

Sandy C. said the committee could research if there were grant opportunities through Johnson and Johnson.

Lynn Tenney pointed out that interest in community health is becoming increasingly popular and that there may be many funding opportunities, such as “Mass In Motion” grants.

Bruce R. asked if the committee could identify who could gain economically by supporting the committee and promoting the committee’s initiatives.

Greg J. encouraged the membership to conduct individual research and send findings to himself or Sandy C. for presentation and consideration at future committee meetings.

Carol G. asked how the committee can make connections to destinations.

Sandy C. listed beneficiaries and groups connected closest to the identified destinations.

Carol G. presented the idea for the committee to encourage and educate safety amongst the community playing the currently popular mobile game “Pokémon”.

Group discussion continued to examine and strategize taking advantage of the mobile game’s popularity: gamification of linking outdoor destinations; encourage residents to walk to points of interest in town and award winners to those who walk the most steps or visit the most points; prizes could include donated bicycles or attire and sneakers from Puma, whose North America headquarters are in town.

Sandy C. refocused the group on developing goals and wanted to tie in all three major categories of the strategic planning, including personal health, public spaces, and ecosystems.

Bruce R. recommended the theme of “motion for health” and encouraging motion to promote health amongst the residents and communities.

Greg J. asked if the committee could have a goal of “promote motion for health.”

Sandy C. replied that the committee can have a specific objective for the membership to identify all other groups’ efforts that promote health.

It was recommended that the committee take part in a tour around town to visit popular destinations or important sites for their strategic planning. Ellen Harde, Town Moderator, was recommended to host the tour. Terry G. was asked to provide logistical support and secure a vehicle for the event.

It was asked that a link to the committee's minutes be added to the group's web page.

Sandy C. asked for any other input towards goal development.

Gloria G. recommended reduction in the obesity rate.

Terry G. recommended an increase in participation rates amongst health promotion-related activities.

FUTURE MEETING PLANNING

Lynn Tenney asked if the committee could consider establishing a regular meeting period each for each month.

Sandy C. reviewed the plans to have a site tour as the next committee meeting in August.

ADJOURNMENT

On a motion made and seconded, the meeting was adjourned at 9:00 pm.

Sandy Collins, Chairperson date

Submitted by Gregory Johnson, meeting secretary